

## FCC 388

### DTV Consumer Education Quarterly Activity Report

#### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: [http://fjallfoss.fcc.gov/prod/ecfs/upload\\_v2.cgi](http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi)
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WSVI

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

#### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☐ Yes ☒ No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign  WSVII	Channel Numbers  Analog 8 <input checked="" type="checkbox"/> Digital 20 <input type="checkbox"/>		Community of License			
			City	State	County	Zip Code
			Christiansted	USVI		00823
Licensee Alpha Broadcasting Corporation						
Above, circle the Channel Number(s) to which this form applies.  8			Nielsen DMA	World Wide Web Home Page Address  www.wsvitv.com		
Facility ID Number  2370	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy)  02/01/05			

## Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes      ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes      ☐ No

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

See Attachments; Station is  
ABC affiliate

Total 5:00 a.m. to 1:00 a.m. CSTs

See Attachments; Station is  
ABC affiliate

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

See Attachments; Station is  
ABC affiliate

Total 6:00 a.m. to 9:00 a.m. CSTs

See Attachments; Station is  
ABC affiliate

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

Total 6:00 p.m. to 11:35 p.m. CSTs

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

This station has elected Option 2, which measures compliance on an average weekly basis. The outreach rules were effective for just one day in the 1<sup>st</sup> quarter of 2008, Monday, March 31. As the other days of that week either predate the effectiveness of the outreach rules, or are within the 2<sup>nd</sup> quarter of 2008, the station had no compliance obligation for this day or the 1<sup>st</sup> quarter. Rather, its actions on the one day in the 1<sup>st</sup> quarter should be considered within the 2<sup>nd</sup> quarter measurements.

### 30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

None

Comments (add additional sheets where necessary):

### 100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

\_\_\_\_\_ none *Graphic Displays*

\_\_\_\_\_ none *Animated Graphics*

\_\_\_\_\_ none *Graphic and Audio Displays*

\_\_\_\_\_ none *Longer Form Reminders*

Comments (add additional sheets where necessary):

**Section C (For Noncommercial broadcasters only)**

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes    ☐ No

**30 Minute Educational Programs – Last Quarter**

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

**Section D (For all broadcasters)**

**Additional DTV On-air Initiatives – Last Quarter**

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☐ Yes    ☒ No

Comments (add additional sheets where necessary):

**Station Website Additional Activity Related to the DTV Transition – Last Quarter**

Does your station have a Website?                      ☒ Yes    ☒ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☐ Yes    ☒ No

Comments (add additional sheets where necessary):

**Additional DTV Outreach Efforts -- Last Quarter**

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☐ Speaking Engagements

Comments (add additional sheets where necessary):

☐ Community Events

Comments (add additional sheets where necessary):

☒ Other (describe)

Comments (add additional sheets where necessary):

Station checked with stores that sell television sets to see when they would begin carrying digital sets and converters. When station last checked, they were carrying neither. Station also spoke to the USVI delegate about the lack of digital television sets and converters on the island.

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments (add additional sheets where necessary):

## STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing  David Lampel	Typed or Printed Title of Person Signing  EVP
Signature  <input checked="checked" type="checkbox"/>	Date  04/01/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

## FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to [pra@fcc.gov](mailto:pra@fcc.gov). Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

**THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**



TO: Management, Programming, Sales/Community, Traffic/Mst Cntl, Engineering, News, Marketing

SENT BY: Eldwin Maynor [Affiliate Relations]

SUBJECT: ABC's Support of DTV Consumer Education Plan (Disregard earlier message and retain the attached)

SENT: Wednesday, March 26, 2008 10:18:00AM High

March 26, 2008

Dear ABC Affiliate,

As you may know, the DTV Consumer Education Plan went into effect on Monday, March 24, 2008. ABC has been supporting this plan through a PSA initiative since November of 2007. Given the recent FCC Order, we thought it would be helpful to outline our going-forward plan on the ABC Television Network so that you may take full advantage of our efforts in meeting your requirements. Beginning the week of March 31, 2008 ABC will be airing the following weekly schedule of closed captioned DTV Consumer Education Plan PSA's:

-One (1) :30 or two (2) :15 second spots Monday-Sunday 6pm-11pm ET/PT (5pm-10pm CT/MT)

-One (1) :30 or two (2) :15 second spots Monday-Sunday 5am-1am

The Network is also providing the following weekly schedule of "in-program lower 1/3 screen banners" (referred to as crawls, snipes or tickers within the FCC Order) to lend support to the message and direct viewers to additional information. These are the only authorized crawl, snipes or tickers during Network programming. Stations may not schedule their own crawls, snipes or tickers during Network shows.

-Two (2) "in-program lower 1/3 screen banners" Monday-Sunday 6pm-11pm ET/PT (5pm-10pm CT/MT)

-Four (4) "in-program lower 1/3 screen banners" Monday-Sunday 5am-1am

We will provide you with advance notice of the placement of these elements and keep you informed as to any possible changes to the plan.

Please contact your Station Relations Representative with any questions or comments.

Regards,

John L. Rouse  
Senior Vice President  
ABC Affiliate Relations





TO: Management, Sales/Community, Programming, Traffic/Mst Cntl, Marketing, Computers/Internet, Engineering, News

SENT BY: Michelle Varona [Affiliate Relations]

SUBJECT: ABC's Support of DTV Consumer Education Plan - Update

SENT: Wednesday, April 02, 2008 07:55:00PM Normal

April 2, 2008

Dear ABC Affiliate,

Following up on our advisory from March 26th, 2008 (ACS #5), we thought it would be helpful to provide additional details on ABC's support of the DTV Consumer Education Plan.

Until further notice, beginning the week of March 31st, 2008, ABC will be airing the following weekly schedule of closed captioned DTV Consumer Education Plan PSAs:

- One (1) :30 spot in the "ABC Saturday Movie of the Week."
- One (1) :30 spot in "Good Morning America" on Fridays, 8:30am - 9:00am ET/PT.

As previously advised, the network will be providing a weekly schedule of in-program lower 1/3 screen banners (referred to as crawls, snipes or tickers within the FCC order).

- Two (2) "in-program lower 1/3 screen banners" in Primetime programming.
- Four (4) "in-program lower 1/3 screen banners" in Daytime programming

A weekly advisory regarding the placement of the lower 1/3 screen banners will be sent to Sales/Marketing and Community Affairs via ACS and be available on [www.abcnet.com](http://www.abcnet.com) in the Public Affairs/Legal section on Mondays. Again, these are the only authorized crawl, snipes or tickers during Network shows.

ABC will provide a quarterly report on the Wednesday following the end of the quarter. This report lists when and where DTV PSAs and lower 1/3 screen banners aired on the ABC Television Network. We expect to send the first of these reports on Wednesday, July 2, 2008. It will be sent via ACS and be posted on [www.abcnet.com](http://www.abcnet.com) in the Public Affairs/Legal section. As a reminder, this information should be combined with local requirements in your station's FCC filing.

We will keep you informed as to any possible changes to the plan. Please contact your Station Relations Representative with any questions or comments.

Regards,

John L. Rouse  
Senior Vice President  
ABC Affiliate Relations